

**2023**

# BRACKMILLS BID PROSPECTUS







## WELCOME FROM THE BID CEO SARA HOMER ...

We are now in the final year of our third term as a Business Improvement District which means it is time to look ahead and start planning for the future of our estate.

Our current five-year BID term is set to conclude in May 2024, marking the end of our third consecutive BID term, so our focus is now shifting towards securing another YES vote. Only with a YES vote can we ensure our status as a thriving BID continues for at least another five years.

Reflecting on 2008, a time before our BID status was established, Brackmills was markedly different. Our estate was then a prime target for criminal gangs involved in thefts from and of lorries. Laybys and verges were crowded with parked cars, and several road hazards had resulted in fatalities.

Fast forward to the present, and we can proudly declare that crime is at an all-time low, our roads are well-maintained, we invest in annual winter gritting and the overall ambiance of the estate is cleaner and greener.

Between October 2023 and February 2024 the BID team will be visiting businesses to find out what you want us to invest in and prioritise over the next five years.

**In the meantime please make sure you are keeping up to date with estate and BID news:**

- **Ensure you are signed up to receive our BID newsletter**
- **Follow @BrackmillsBID on social media**
- **Keep an eye on our website**
- **Download our new Brackmills BID app and encourage your colleagues to do the same.**

Please get in touch with me any time – email [sara.homer@brackmillsindustrialestate.co.uk](mailto:sara.homer@brackmillsindustrialestate.co.uk)



## OUR VISION

Through a business-led programme of investment our vision for 2019-2024 has been:

To create a highly effective and functional operating environment on Brackmills Industrial Estate which supports and attracts businesses and inward investment.



**We are grateful for the BID's dedication to securing the estate, and for all the security advice we receive from the BID team. We value having a point of contact, and the BID's CEO is always efficient in responding and helping us with any queries we may have.**

*Gordon Gaze, Ontarget Range*



## CURRENT BID BOARD MEMBERS

- **Sara Homer** Brackmills BID CEO
- **Howard Wilson** Startech.com, Chair
- **Charlotte Patrick** Chilled Food Association, Vice Chair
- **Alistair Shepherd** Baxter Healthcare Ltd
- **David Drummond** Hartings
- **Jon Morgan** In N Out Autocentres
- **Kevin McAllister** Bechtle Ltd
- **Cllr Jonathan Nunn** West Northamptonshire Council, Leader of the Council
- **Mark Meadowcroft** Signs Express
- **Maria Mckeown** Travis Perkins
- **Cllr Phil Larratt** Nene Valley Ward West Northamptonshire Council, Portfolio Holder for Environment, Highways, Transport & Waste Services
- **Richard Baker** Prop-search.com
- **Stephen Hylton** Alcura
- **Zach Patel-Champion** Miswa Chemicals Ltd
- **John Harley** Honorary Director

## A BUSINESS IMPROVEMENT DISTRICT (BID) IS ...

A business-led and business-funded body formed to improve a defined geographical area. BIDs charge a levy to local businesses in return for providing services over and above the usual statutory provision. There are now over 330 BIDs in the UK and the BID concept has become a well-established model for town, city centre and industrial estate regeneration. A BID can only be formed following consultation and a ballot in which businesses vote on a proposal or business plan for the area. BIDs must go through a ballot process to secure subsequent terms of up to five years.



# 15 YEARS IN THE LIFE OF BRACKMILLS BID

- In March businesses vote YES and Brackmills officially becomes a Business Improvement District (BID)
- CCTV and Automatic Number Plate Recognition (ANPR) cameras are installed and monitored
- Yellow lines and parking laybys are installed
- Our Brackmills Estate Walk raises funds for Northampton General Hospital's Children's Ward
- Brackmills BID launches a new website, complete with transport information



- New traffic calming measures are implemented and road humps removed
- New cycle paths are created and cycle safety and security events prove popular
- The BID funds a Christmas tree, complete with festive lights
- Following extensive consultation with emergency services, we unveil Operation Windmill, our business continuity plan
- We have a packed calendar of lunchtime walks, cycle rides, games - all part of our Brackmills Gets Active campaign
- Our Brackmills Environment and Corporate Social Responsibility (CSR) Group gains momentum



- 10 new bus stops are installed and the Brackmills bus service is extended
- The BID invests in new signage on the Brackmills Gateway roundabout and along our cycle ways
- The BID is invited to an exclusive House of Commons reception
- Further highway improvements get underway



- The BID invests in an extra two miles of winter gritting – and this winter gritting has continued every year since
- We keep businesses up to date on any and all issues affecting the estate, including potential unauthorised traveller encampments



- Tungsten Business Park opens – offering employees much needed food and drink options
- More litter bins are installed
- Highways conducts surface improvement works on Caswell Rd between Salhouse Road junction and Sketty Close



2009

2010

2011

2012

2013

2014

2015

2016

2017

2018



- The BID invests in extra winter gritting to keep the estate moving
- Brackmills BID recruits its first Police Community Support Officer (PCSO)
- Welcome signs are installed at all three entrances
- A programme of parking restrictions gains momentum
- Our new 'Brackmills On The Move' travel plan is launched - encouraging employees to car share, cycle and walk to work – supported by key stakeholders
- We run free guided health walks and cycle rides



- We fund and install 38 new litter bins
- Wildflower seeds and spring bulbs are planted estate-wide
- Footpaths and cycle ways are upgraded
- Additional parking restrictions are established



- Brackmills Industrial Estate's second five-year term as a BID commences
- Three Cycle CoNNeT hubs are fitted
- Our new estate map is launched, complete with footpaths, cycle ways, and our green spaces and pocket parks
- Verges on Caswell Road and Kilvey Road are created/ improved



- The BID extends its yellow lines and pays to switch on 14 extra street lamps
- BID magazines are hand delivered to all Brackmills businesses
- Brackmills staff are asked to complete a business survey, with a majority requesting food and drink outlets on the estate
- We welcome a delegation of Danish professionals to Brackmills BID



- The new BID website goes live, complete with an online directory of all Brackmills based businesses
- Following BID lobbying and reporting, Northamptonshire County Council undertakes surface patching works on Caswell Road
- The BID funds extra security for bank holidays and peak times
- Additional landscaping takes place on our roads and roundabouts
- We fund an upgrade of our ANPR cameras

# 15 YEARS IN THE LIFE OF BRACKMILLS BID

# CONTINUED . . .

- Brackmills Industrial Estate's third five-year term as a BID commences
- We invest in additional security for the estate to slot around the times our PCSO is not on shift
- The BID enhances security provision across the estate



- One set of damaged road humps on Gowerton Road is removed and replaced with a tarmac alternative
- We launch a new Business Watch Scheme in partnership with Northamptonshire Police, Action Fraud and Neighbourhood Watch
- The BID funds additional landscaping, including roundabout maintenance, the lopping of overhead branches and general planting and mowing
- Our first face to face Jobs Fair is held, helping Brackmills businesses promote vacancies and attract talent
- Throughout the lockdowns our BID CEO supports dozens of businesses with their business grant applications and we take our events online

2019

2020

2021

2022

2023



- We recruit a new PCSO, Paul Hurst. A typical day sees Paul monitoring the security and checking the estate's CCTV and ANPR cameras. He also provides businesses with support and crime prevention tips
- We spend more than £31,000 resurfacing part of Caswell Road, with support from Northamptonshire Highways
- We launch an online Jobs Page, promoting more than 1,500 jobs across the estate in the first month alone
- Electrical scooters – courtesy of Voi – making it easier than ever for staff to get on, off and around the estate
- £25,000 is invested on verges to protect
- We launch a partnership with Aquarius Life, an organisation which supports people affected by alcohol, drugs and gambling, and offers support to employers
- Brackmills hosts a Covid testing unit for six weeks, testing hundreds of people - most are employees on the estate or nearby residents



- Brackmills CEO Sara Homer is voted Logistics person of the Year at the Northamptonshire Logistics Awards
- We fund 51 applications of winter gritting, to keep the estate moving during cold and frosty times
- The estate's Voi scooters are proving popular and more than 96,000 rides are taken to and/or from Brackmills this year
- The BID funds a host of road improvements including a toucan crossing at the bottom of Hardingstone Hill and road relaying at the bottom of Landimore Road
- Five life-saving defibrillators are installed on Brackmills with training sessions run by First Responders
- Our face-to-face drop-in surgeries are reintroduced, inviting employees and businesses to join the BID team every month for a cuppa and catch up
- We launch new Security Group Meetings



- Our fifth Jobs Fair takes place at Delapré Abbey
- Winter gritting continues
- We pledge our support for Northamptonshire homeless charity Hope Centre and start profiling and supporting other local good causes, including a second convoy to Ukraine
- We write to the Secretary of State, officially requesting permission to ballot in 2024 for the renewal of our BID status
- At our AGM we launch our renewal plans and encourage Brackmills businesses to vote YES to a further five years as a BID
- Our Brackmills BID new app goes live – helping estate staff access live travel and amenities information, access latest news and events, special offers and much more





## The BID Area

Over the last five years (2019-2024) the BID has focused on delivering projects and investing in initiatives that meet the below objectives. These were objectives requested and voted for by Brackmills businesses in 2019.

- **Infrastructure**
- **Crime and safety**
- **Environment and Image**
- **Business Growth and Investment**

# 5 YEARS

## WHAT WOULD YOU LIKE US TO FOCUS ON OVER THE NEXT FIVE YEARS?

Please have your say, shape the future of Brackmills and ensure all the BID's investment, commitment and improvements continue for at least another five years.

- **Complete a BID Business Survey and tell us what you have most valued from the BID, what you want in the future, any specific ideas you have for projects, investments, events.**



- **Request a visit from Sara - [sara.homer@brackmillsindustrialestate.co.uk](mailto:sara.homer@brackmillsindustrialestate.co.uk)**



# BID TIMELINE

OCTOBER 2023:  
BRACKMILLS BID AGM

FEBRUARY 14, 2024:  
BRACKMILLS BID GOES TO BALLOT

WEDNESDAY, MARCH 13, 5PM:  
FINAL CHANCE TO VOTE

THURSDAY, MARCH 14:  
RESULT OF BID BALLOT IS ANNOUNCED

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**The two pocket parks are perfect for promoting physical and mental wellbeing - something we are passionate about.**

*Ellie Smith, Decathlon UK*

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“

**Brackmills is far more than just a place to work and is always buzzing with life and people. It is well cared for and well maintained and we particularly value the green spaces and pocket parks which encourage us to get out and have walking meetings with our team – far better than sitting behind a desk.**

*Jon Morgan, In 'n' Out Autocentres*

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“

**We opened an office on Brackmills in 2011, then left the estate and relocated. In March 2023 we returned to Brackmills and one of the reasons was the BID. We love the BID's networking forums and the BID's commitment to safety and security.**

*Hannah Hewitt,  
ACS Staffing Solutions*

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**The BID has invested heavily in CCTV and ANPR cameras which help keep the estate secure and our superb PCSO helps keep crime at an all-time low.**

*Howard Wilson, Startech.com*

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**There are lots of BID forums and networking events which help us meet and get to know other businesses on the estate.**

*Maria White, Proaction Martial Arts*

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## Download the Brackmills app



## BRACKMILLS INDUSTRIAL ESTATE LTD

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